

Discussion Starter

COMMERCIALISATION OF THE GAMES: A Song for the Olympic Games



Forget the Euro hysteria that surrounded the wonderfully kitsch and much loved phenomenon that is the Eurovision Song Contest....as we now have the prospect of a new European-based mega-song gracing our shores. 'A Song for London 2012' is on its way.



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Universal Music recently signed a deal with London 2012 to enable an exclusive music licensing deal for the Games. With so many GB superstars, such as Amy Winehouse and Coldplay, on their books, Universal can afford to offer something truly spectacular to the Games. This deal is likely to cover musical branding, singles, compilation albums, and consultancy relating to the choice of artists used for the opening and closing ceremonies.

London 2012 Commercial Director Chris Townsend believes that: "From playing music to build up the atmosphere before events, to soundtracks to film and of course music at ceremonies, there is a massive role for music at the Games...This innovative deal will ensure that we are able to utilise the huge expertise at Universal Music, as well as ensure we have experts working with us at every stage for the composition, recording and in some cases, sale of London 2012 music."

Olympic Singing Champion

Sarah Brightman has featured on two recent Olympic songs – firstly, as one half of a duet at the Barcelona Games of 1992, with Jose Carreras (the beautifully titled *Amigos Para Siempre*), and later as the dueting partner of Chinese singer Liu Huan, singing 'You and Me' at the 2008 Beijing Games. This might offer the only consistency in terms of clues to what is perceived to make a good Olympic theme. But is there really a formula for success?

A Word from the Experts

Rod Argent, British writer, producer, and musician, has enjoyed number one hits across the world, including in the US and Europe, and has many successful producing and writing credits to his name (including TV theme tunes, jingles and classical music). As writer of ITV's official 1986 and 1990 Football World Cup theme tunes (*Aztec Gold* and *Tutti Al Mondo*, the former of which was retained as the theme to *Saint & Greavsie* for many years), Rod Argent is able to provide an expert opinion on sports theme related matters. He shared his thoughts with us, with regard to what songwriters should think about when pitching a great and memorable Olympics theme tune.

"Be open and expansive. The melody should have a broad sweep, and an uplifting feeling. The great thing that both music and sport have in common is that they have the ability to bring people together: they share a common language that can be understood everywhere, and any song or theme should reflect that universality, the sense that in

many ways we are all reaching out and striving for the same things".

START THE DISCUSSION

- Who do you think should represent the London 2012 Games as a musical artist and why?
- Think about your favourite sports events; do you remember the theme tune(s) or musical performances that accompanied it?
- So far, London 2012 has been criticised for the development of an unpopular logo and mascots. Do you think that there is a danger that the theme tune might suffer a similar fate?
- What is the benefit of having a theme tune, from a marketing perspective?

FIND OUT MORE

World Cup theme for Mexico World Cup (Tutti Al Mondo)

<http://www.youtube.com/watch?v=Ruz45ci96Dc>

Beijing Olympic Games 2008 Theme Song

<http://www.youtube.com/watch?v=NzE9ujqpgjE>

Amigos Para Siempre (Barcelona Olympics)

<http://www.youtube.com/watch?v=Y3jvOXUpQY4>

CREDITS

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